## ORDER

Orders

Order / Rev: 37055

Alt Order #: 08853835 ISSUE

Product Desc: Estimate:

1577

Flight Dates:

09/11/12 - 09/17/12 08/21/12 / 08/29/12

Original Date / Rev:

Order Type: **GENERAL**  Primary AE:

Sales Office:

Billing Type: Billing Calendar:

Billing Cycle:

Sales Region:

KLAS

Mike Jones

K-WAS

National

Agency

Name:

Great American Media

**Buying Contact:** 

Billing Contact:

1010 Wisconsin Avenue NW

Washington, DC 20007

Agency Commission:

15%

Cash

Broadcast

EOM/EOC

Advertiser

Name:

DCCC

PO4

Demographic:

A35+

**Product Codes:** 

Priority: Revenue Codes: LV1 AGY, POL, ISS New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date End Date # Spots **Gross Amount** Net Amount 09/17/12 40 \$36,450.00 \$30,982.50 08/27/12

Totals

Month	# Spots	Gross Amount	Net Amount	Rating	
September 2012	40	\$36,450.00	\$30,982.50	0.00	
Totals	40	\$36,450.00	\$30,982.50	0.00	

00:10:00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones		Start Of Order - End Of Order	100%	

Order Share	Share	Total		
KLAS	30%	\$36,450.00		
Market	100%	\$121,500.00		

Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KTNV	25%	\$30,375.00		
KTUD	0%	\$0.00		
KVBC	0%	\$0.00		
KVVU	5%	\$6,075.00		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	0%	\$0.00		

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	8	09/12/12	09/17/12	8 News Now 5a M-F	CM	5-6a	M-WTF	:30	1	\$800.00LV1	0.00 NM	1	\$800.00
				8 News Now 5a M-F									
	8 NEW	IS NOW A	T 5A										
	St	art Date	<b>End Date</b>	Weekdays Sr	oots/Week	Rate	Rating						
١	Veek: 09	9/12/12	09/18/12	M-WTF	1	\$800.00	0.00						
E 2	. 8	09/12/12	09/17/12	8 News Now 6a M-F	CM	6-7a	M-WTF	:30	3	\$900.00LV1	0.00 NM	3	\$2,700.00
				8 News Now 6a M-F									

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**KLAS** 

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**Product Desc:** 

**ISSUE** 

Flight Dates:

09/11/12 - 09/17/12

Estimate:

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**Inventory Code** Break Ln Ch Start End Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount 8 NEWS NOW AT 6A Start Date **End Date** Weekdays Spots/Week Rate Rating M-WTF--0.00 09/18/12 \$900.00 Week: 09/12/12 M-WTF--:30 \$800.00LV1 0.00 NM 5 \$4,000.00 F 3 8 09/12/12 09/17/12 CBS This Morning 7-9a CM 7-9a (7:00 AM-9:00 AM) **CBS This Morning CBS THIS MORNING** Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 09/12/12 09/18/12 M-WTF--5 \$800.00 0.00 :30 \$450.00LV1 0.00 NM 1 \$450.00 09/15/12 09/15/12 CBS Early Show - Sat. CM ----S-E 4 8 5-7a CBS Early Show - Sat. **CBS THIS MORNING SATURDAY Start Date End Date** Weekdays Spots/Week Rate Rating 0.00 09/16/12 ----5-\$450.00 Week: 09/10/12 8 News Now Sun A----S :30 \$400.00LV1 0.00 NM \$400.00 09/16/12 09/16/12 8 News Now Sun AM #1CM E 5 8 News Now Sun AM #1 8 NEWS NOW SUNDAY MORNING-#1 Rate Rating Start Date **End Date** Weekdays Spots/Week Week: 09/10/12 09/16/12 \$400.00 0.00 CM 9-10a M-WTF--:30 \$750.00LV1 0.00 NM 3 \$2,250.00 E 6 8 09/12/12 09/17/12 Live w/Kelly Live With Regis & Kelly LIVE! WITH KELLY Start Date End Date **Weekdays** Spots/Week Rate Rating M-WTF--\$750.00 0.00 Week: 09/12/12 09/18/12 8 News Now Noon M-F CM \$750.00LV1 0.00 NM \$2,250.00 M-WTF--:30 3 09/12/12 09/17/12 12-1230p 8 News Now Noon M-F **8 NEWS NOW AT NOON Weekdays** Spots/Week Rating End Date Rate Start Date \$750.00 Week: 09/12/12 09/18/12 M-WTF--0.00 3 \$900.00LV1 0.00 NM \$900.00 09/12/12 09/17/12 CM 3-4p M-WTF--:30 1 E 8 8 Ellen Ellen **ELLEN** Start Date Spots/Week Rating **End Date** Weekdays Rate M-WTF--\$900.00 0.00 Week: 09/12/12 09/18/12 ----S-:30 \$700.00LV1 0.00 NM 1 \$700.00 09/15/12 09/15/12 Politics Now S Sebelius CM Various Politics Now S Sebelius (5:30 PM-6:00 PM) THE INSIDER WEEKEND Weekdays Spots/Week Rating **Start Date End Date** Rate \$700.00 0.00 Week: 09/10/12 09/16/12 ----S-----S E 10 09/16/12 09/16/12 Sun 530-6p Ins Ed Wkn@M 530-6p :30 \$550.00LV1 0.00 NM \$550.00 Inside Edition Wknd **INSIDE EDITION End Date** Start Date **Weekdays** Spots/Week Rate Rating 0.00 Week: 09/10/12 09/16/12 \$550.00 0.00 NM \$4,400.00 4-5p M-WTF--:30 4 \$1,100.00LV1 09/12/12 09/17/12 8 News Now 4p M-F CM 8 News Now 4p M-F 8 NEWS NOW AT 4PM & 430PM **End Date** Spots/Week Rating Start Date Weekdays 1 4 1 Rate M-WTF--09/18/12 4 \$1,100.00 0.00 Week: 09/12/12 8 News Now 5-630p M-FCM :30 4 \$1,300.00LV1 0.00 NM \$5,200.00 E 12 09/12/12 09/17/12 5-630p M-WTF--8 News Now 5-630p M-F **8 NEWS NOW ROTATION** Rating **Start Date End Date** Weekdays Spots/Week Rate M-WTF--Week: 09/12/12 09/18/12 4 \$1,300.00 0.00 \$700.00LV1 0.00 NM \$700.00 8 09/15/12 09/15/12 8 News Now Sat 5-7p CM 5-7p -----:30 8 News Now Sat 5-7p (6:30 PM-7:00 PM) 8 NEWS NOW AT 630PM-SAT **End Date** Start Date Weekdays Spots/Week Rate Rating ----S-Week: 09/10/12 09/16/12 \$700.00 0.00 09/12/12 09/17/12 1 \$1,200.00LV1 630-7p Inside Edition M-WTF--0.00 NM \$1,200.00 E 16 CM 630-7p :30 1 Inside Edition INSIDE EDITION

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Totals

40

\$36,450.00

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Product Desc:

ISSUE

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KLAS

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Start/End Time Days Ln Ch Start End **Inventory Code** Break Len Spots Rate Pri Rtg Type Spots Amount E 16 8 09/12/12 09/17/12 630-7p Inside Edition CM 630-7p M-WTF--:30 1 \$1,200.00LV1 0.00 NM \$1,200.00 Inside Edition **INSIDE EDITION** Start Date **End Date Weekdays** Spots/Week Rating Rate M-WTF--1 \$1,200.00 09/18/12 0.00 Week: 09/12/12 \$2,400.00 E 17 09/12/12 09/17/12 7-8p Rotator CM 7-8p M-WTF--:30 2 \$1,200.00LV1 0.00 NM 2 7-8p Rotator **ET/INSIDER** Start Date **End Date** Weekdays Spots/Week Rate Rating M-WTF--Week: 09/12/12 09/18/12 2 \$1,200.00 0.00 :30 2 \$1,900.00LV1 0.00 NM 2 \$3,800.00 09/12/12 09/17/12 8 News Now 11p M-F CM 11-1135p M-WTF--E 21 8 News Now 11p M-F 8 NEWS NOW AT 11PM Rating **End Date Weekdays** Spots/Week Rate Start Date M-WTF--0.00 Week: 09/12/12 09/18/12 2 \$1,900.00 0.00 NM 2 09/15/12 09/16/12 8 News Now 11p Sa/SuCM 11-1135P ----SS :30 \$900.00LV1 \$1,800.00 8 News Now Sa/Su 11p 8 NEWS NOW AT 11 PM-WKND Spots/Week Rate Rating Start Date End Date Weekdays 09/16/12 ----SS \$900.00 0.00 Week: 09/10/12 \$750,00LV1 \$1,500.00 :30 0.00 NM 2 1135p-1237a M-WTF--E 23 09/12/12 09/17/12 Letterman CM Letterman LATE SHOW W/LETTERMAN Spots/Week Rating **End Date** Weekdays Rate **Start Date** Week: 09/12/12 09/18/12 M-WTF--\$750.00 0.00 09/12/12 09/15/12 Craig Ferguson CM 1237a-137a --WTF--:30 \$350.00LV1 0.00 NM 1 \$350.00 N 26 8 Craig Ferguson Rating Start Date **End Date** Weekdays Spots/Week Rate Week: 09/10/12 09/16/12 --WTF--\$350.00 0.00 09/12/12 09/15/12 8 News Now 4-5a CM 4-5a --WTF--:30 \$100.00LV1 0.00 NM 1 \$100.00 8 N27 8 News Now 4-5a Start Date Weekdays Rating **End Date** Spots/Week Rate Week: 09/10/12 09/16/12 --WTF--\$100.00 0.00